EXAI
EXCELLENCE IN AI

The International
**Conference on Excellence
in AI**

Organized By:
Sibal (JOR) & Zee Dimension (UAE, JOR)

Community Partner:
The ICT Association of Jordan -int@j

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Information and Communications
Technology Association - Jordan

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PREFACE

In an era shaped by the digital revolution and the rapid ascendancy of AI ,the definition of organizational excellence has transcended traditional measures of compliance and performance .Excellence is now embodied in an institution's ability to transform accumulated knowledge into intelligent ,data-driven decisions that deliver sustainable impact .This redefined paradigm flourishes within agile and visionary organizational ecosystems. These structures invest strategically in future capabilities, rather than merely sustaining present operations. Institutions that embrace this model not only secure a competitive advantage in an increasingly complex global environment but also cultivate continuous learning ,foster adaptive innovation ,and position digital transformation as a deliberate strategic mandate rather than a reactive response.

Excellence today is not a final destination but a continuous pursuit—a dynamic force propelled by AI and reinforced through intelligent organizational practices. In an era of accelerating transformation ,institutional expertise converges with AI-driven analytical and predictive capabilities to generate actionable solutions that unlock new frontiers of innovation and sustainability.

The conference underscores how organizations can harness AI not merely for efficiency gains ,but to secure lasting impact and reinforce long-term institutional value. Through the adoption of intelligent frameworks that are both scalable and adaptive, institutions can drive sustainable innovation and deliver measurable outcomes .By uniting conceptual insight ,technological advancement ,and organizational practice, the conference distinguishes itself as a premier platform for knowledge exchange and the practical application of transformative ideas within the region.

Primary Goal

The primary aim is to equip institutions for intelligent organizational transformation and to elevate their competitive performance through the integration of organizational data, digital transformation tools, and advanced operational practices. This endeavor is anchored in the exchange of global knowledge, the application of practical solutions, the adoption of smart technologies, and the deployment of proven institutional frameworks.

Targeted Objectives

1. AI and the tools of future management.
2. Equip leaders and decision-makers with the knowledge and tools necessary to leverage AI for institutional evaluation and performance optimization.
3. Enable organizations to integrate AI technologies that elevate the quality, accuracy, and effectiveness of strategic decision-making.
4. Foster collaboration and coordination among public institutions, private enterprises, and technology providers to cultivate innovative partnerships.
5. Promote investment in the smart excellence economy and accelerate the creation of pioneering service models.
6. Advance the development of organizations distinguished by agility, foresight, and data-driven decision-making.

Day One
Thursday - 20/11/2025

Program:

10:00 - 10:30

Opening: National Anthem & Quran Recitation.

Prof. Ezz Hattab
ZeeDimension & SIBAL for Studies and Consulting
Opening Remarks by the Organizing Representatives

Her Excellency Eng. Badria Al-Balbisi (Minister of state for public Sector development, Jordan):
Excellence in the Public Sector in the Context of an AI-Driven Environment

10:30 - 11:00

Award Presentation by the Guest of Honor

Session one

11:00 - 12:30

Panel Discussion
"Artificial Intelligence Redefines the Standards of Institutional Excellence"

- **Dr. Abdul Quddoos Abdulrazzaq Al Obaidli:**
  His excellency Major General Dubai Police: Assistant commander- in chief of excellence and pioneering affairs.
- **Session chairperson: (Dr. Shaker A. Aladwan)**
  Deputy chief. PDTRA
- **Isra'a Mobideen:**
  Managing director (EFQM) Middle East
- **Eng.Adnan Samara**
  Advisor to the President of Palestine for Innovation and Excellence and SCIE Chair
- **Samira Shaloh:**
  Managing Director (Dubai quality group)
- **Eng.Wedad Qutishat:**
  (King Abdullah II Center for Excellence)

12:30 - 1:00

Coffee Break

Session Two:	Session chairperson: Dr.Khaed Khraisat (JAPP)

1:00 - 1:20	**Dr. Rami Shaheen** Secretary-General of the Global Artificial Intelligence Award **Leading practices in AI and fmt implementation**
1:20 - 1:40	**Dimitri Nokovitch** (CEO) of IKAR Holding **By combining Analytic and Generative AI, enhancing productivity at Day One, cyber security posture and regulatory compliance**
1:40 - 2:00	**Eng. Samer Zahran** Virtual Reality Program Manager in JODDB (Jordan Design and Development Bureau) **The Future of Smart Defense Training Simulations**
2:00 - 2:20	**Prof. Firas Al-Hanandeh** **President of Ajloun University** **Building an Arab Hub for AI Innovation: Research Excellence and Smart Teaching for the Next Generation**
2:30 - 3:00	**Lunch break**

Session Three:	Session chairperson: Dr.Sharif Halawa (Jo ACADEMY)

3:00 - 3:20	**Dr. Feras Alhaijawy** (King Abdullah II Center for excellence) **KACE Transformation: From Traditional to Smart Assessment Leveraging the power of AI**
3:20 - 3:40	**Ahmad Altaweel** REF-AI (Reference AI Academy) **Intelligent Needs Assessment for the Future Workforce**
3:40 - 4:00	**Eng. Ahmad Arafat** CEO of Incube **How AI and Digital Transformation are powering the next generation of Traceability, from data to trust**

Day Two
Friday - 21/11/2025

Program:

| **The Financial Sector** | **Session chairperson: Dr. Shivam Natarajan** |

9:00 - 9:20

Amjad Masad
Founder & CEO, Replit
AI, Builders and the next $1B Companies

9:20 - 9:40

Marie Helene Maurette
Chief Market Officer
Wadi ESG Rating

9:40 - 10:00

Eng. Tareq Saleh
CTO at MadfoatCom, CEO, Founder at EDATA Technology
AI In Action

10:00 - 10:20

Eng. Obada Hatab & Eng. Maissa Shams
ZeeDimension: Shaping the Future with AI in Action
ZeeAI & ZeeGRC

10:20 - 10:30

Discussion

Continuous Coffee Break
(Available Throughout All Sessions)

The Medical Sector

Session chairperson: Prof. Amira Masri

10:30 - 10:50	**Eng. Omar Ayesh** Chief Executive officer at Electronic health solutions. **Medical Computing**
10:50 - 11:10	**Joe Glick & Dr.Shivam Natarajan** Biomimetic AI Pioneer and Co-founder of RYALITI LLC. **(Enabling value – driving innovation): Exploring dark data**
11:10 - 11:30	**Dr. Alaa hussain** CEO and founder of WE CARE **Digital hospital**
11:30 - 11:50	**Dr. Shihab Al-Abed** Royal Medical Services **The Eye as a Mirror of the Body: AI Insights from Retinal Imaging (you see that it is inclusive for Retinal imaging)**
11:50 - 12:00	**Discussion**
12:00 - 2:00	**Prayer And Lunch Break**
2:00 - 2:20	**Dr. Alaa Yamin** **AI in Healthcare A New Era Begins**
2:20 - 2:40	**Dr. Anwar Alqasrawi** Zarqa University **Neurofeedback training**
2:40 - 3:00	**Faisal Al-Qasim** Excellence smart solutions **From data to accurate diagnosis: Saleem Care's journey towards proactive, AI-powered medicine**
3:00 - 3:10	**Discussion**

The Energy Sector

Session chairperson: Nureddin Mansuri

3:10 - 3:30

Dr.Thair Fararjeh
(CEO and founder of Beyond Universe XR Solutions):
Human-Centered Design for Adopting Extended
Reality Technologies in the Oil and Gas Sector

3:30 - 3:50

Eng. Fadi Al Khasawneh
(ADNOC)
Applications of Artificial Intelligence in the Field of
Renewable Energy and the Oil Sector and Its Impact
on Organizational Excellence

3:50 - 4:10

Mohammad Raven
Raven Energies
AIMA (AI- based assessment compatible with EFQM
model)

4:10 - 4:30

Yara Al-Rousan
Anton Qassir
Winners of the first place in the energy and
sustainability category of the international science
and engineering fair

Day Three
Saturday - 22/11/2025

Program:

| **The Education & Training Sector** | **Session chairperson: Dr. Mohammad Qatawneh** |

10:00 - 10:20

Asma Al-Najdi
Founder, chairperson of Bahrain intellectual property society.
Bahraini Intellectual Property Practices in Artificial Intelligence

10:20 - 10:40

Dr.Sharif Halawa
Jo academy
The Mysterious Future: How Teaching and Learning will Change in the Age of AI

10:40 - 11:00

Samer Al-Beitawi
Founder of EduproAI Platform
"EduPro: A Palestinian Model for Digital Sovereignty in Smart Education"

10:40 - 11:00

Qais Al-Hammouri
Sibal for studies and consultaion
Artificial Intelligence Applications and Scientific Publishing

11:00 - 11:20

Aisha Bint Mohammed Bin Ali Al-kumzariyah
Ministry of endowments and religious affairs.
Developing the electronic Quran and monitoring its requirements

11:20 - 11:30

Discussion

11:30 - 1:00

Exhibition

2:00

Closing Remarks, Certificate Awarding, and Final Communiqué

Her Excellency Eng. Badria Al-Balbeisi
Minister of State For Public Sector Development, Jordan

She is an expert in human resources and leadership development, and has held several high-level leadership positions, including: Secretary General of the Civil Service Bureau, Secretary General of the Ministry of Public Sector Development, and Director of Institutional Development and Policy at the Prime Ministry. She was also a member of the Public Sector Modernization Committee, and at the regional level, she served as Secretary General of the Arab Organization for Electoral Management Bodies.

Amjad Masad
Founder & CEO, Replit

He is a Jordanian entrepreneur and the founder & CEO of Replit, a popular online coding platform. He has extensive experience in software development and cybersecurity from his previous roles at major tech companies, including Facebook and Yahoo. Masad holds a Bachelor of Science in Computer Science and is considered an inspiring figure in the tech world. In 2023, his company Replit formed a strategic partnership with Google.

Samira shaloh
Director General, Dubai Quality Group

She is the Managing Director at Dubai Quality Group with over 20 years of experience in business development, commercial strategy, and investment. Her previous roles include an Executive Director at DP World. Samira holds a Master›s in Applied Finance from Western Sydney University, and her key skills are leadership, new business development, and project management

Dr. Abdul Quddoos Abdulrazzaq Al Obaidli
A distinguished Emirati leader with over 40 years of experience in excellence, innovation, and future foresight

He served as Assistant Commander-in-Chief for Excellence and Leadership at Dubai Police, leading initiatives that earned more than 176 government excellence awards. He has chaired major regional and international bodies, including serving as Regional President of the International Association of Chiefs of Police (IACP) – MENA, and founded the Emirates Strategic Planning and Foresight Future Association. His achievements have been recognized globally with honors such as the United Nations Public Service Award and the Kano Global Medal for Excellence. Dr. AL-Obaidli is currently the chairman of the board of the Emirates Intellectual Property Association.

Isra'a Mobideen
Director General, European Foundation for Quality Management (EFQM)

She is the Managing Director of EFQM Middle East, specializing in business transformation and sustainable performance. With over 23 years of experience, her expertise lies in quality management, strategic planning, and organizational excellence. She has led major projects in both the public and private sectors and contributed to ambitious initiatives like Saudi Vision 2030. Additionally, Isra'a offers specialized services in training, leadership development, and management consulting.

Prof. Walid Salameh
Senior Advisor, Association of Arab Universities
Expert in IT & Artificial Intelligence

A distinguished Jordanian academic in Computer Engineering, he currently serves as Senior Advisor to the Association of Arab Uniiersities and is recognized as an expert in IT and Artificial Intelligence with several international organizations. He previously held the position of Vice President at Princess Sumaya University for Technology. Through his academic and advisory roles, Prof. Salameh has contributed to shaping educational and digital policies that have strengthened the presence of Arab universities in the fields of innovation and digital transformation.

Dimitri Nokovitch
Chief Executive Officer (CEO) of IKAR Holding.

He is an expert in artificial intelligence and cybersecurity, currently serving as CEO of IKAR Holding. With over 25 years of experience exploring both human and artificial intelligence. He also contributes to the Strategic Sector Committee (CSF) to strengthen French and European digital sovereignty. Looking ahead, he plans to launch Alyia in 2026, an AI designed to foster cognitive development in young children.

Dr.Rami Shaheen
Secretary-General of the Global Artificial Intelligence Award

He is an expert and innovator in Artificial Intelligence (AI) and Future Management Tools. He is the Secretary General of the Global AI Award and a consultant for smart cities and data governance. Dr. Shaheen has extensive experience consulting for global corporations and governments, including the CIA and the Pentagon. He is the author of a best-selling book on AI, has won several prestigious awards, and holds three patents in his field.

Joe Glick
Pioneer in Biomimetic AI and Co-founder of RYALITI LLC.

He is a pioneer in Biomimetic AI with over two decades of experience in applying AI to solve complex problems. His notable academic achievements include developing a digital twin model for diagnostic training and having his software methodology adopted for NASA's moon rover project. He has also led key innovation projects for major companies like Pfizer and JPM Chase. More recently, he co-founded RYALITI LLC to provide innovative solutions to the biopharma sector.

Eng. Zaid Zaim
Expert in AI and Extended Reality (XR), and a Microsoft AI MVP

He is an expert in AI and Extended Reality (XR) and a Microsoft AI MVP. A techpreneur, he has spoken at prestigious global conferences like TEDx. Zaid focuses on innovation, using advanced technologies to solve organizational challenges, and developing accessible projects in sectors like cultural heritage and healthcare. He holds a Bachelor's degree in Computer Software Engineering.

Marie Helene Maurette
Chief Market Officer - ZeeDimension.

She is an expert in transformation and development strategies with a special focus on sustainability and climate change. With over three decades of experience at multinational corporations like Time Warner and PwC, she is an authority on mergers and acquisitions and organizational restructuring. She now leverages her expertise to support grassroots climate action, empower women entrepreneurs, and create evidence-based sustainability strategies.

Dr. Thair Al-Fararjehl
CEO and founder of Beyond Universe XR Solutions

He is the visionary CEO and founder of Beyond Universe XR Solutions, a pioneering company specializing in the development of immersive technologies, including Metaverse, XR (Extended Reality), AI, and Web3 solutions. With a profound commitment to digital transformation, Thair has led his company to the forefront of innovation, focusing on creating impactful solutions across multiple sectors such as education, healthcare, government, and industry.

Eng. Tareq Saleh
CTO MadfoatCom, CEO & Founder EDATA
Technology

Tareq is a prominent technology leader and currently serves as the Chief Technology Officer (CTO) at MadfooatCom, where he drives digital financial system development and technological innovation. Previously, he founded eData Technology and served as both CEO and CTO, focusing on investments in trading and IT by partnering with existing companies and launching new ventures in fintech and middleware solutions.

Eng .Wedad Qutishat
Executive Director of the King Abdullah II
Center for Excellence

Her Excellency Eng. Widad Qutaishat, Executive Director of the King Abdullah II Center for Excellence, is an expert in public sector reform and institutional excellence programs, with more than 25 years of experience. She directed the Project Management and Implementation Office in the prime ministry (2023–2024), where she played a key role in advancing the modernization of the public sector. Eng. Qutaishat has also played key roles as a jury member, assessor, and team leader in several regional and international excellence programs, including Dubai, Ajman, Sheikh Khalifa, and EFQM Awards. She has collaborated with leading international organizations such as the World Bank, USAID, UNDP, and OECD, providing expertise in strategic planning, governance, change management, and institutional capacity building.

Dr. Feras Alhaijawy
Expert in digital transformation and institutional excellence

Currently serving as the Director of Training and Consultation at KACE, He has extensive experience across the public, private, and donor sectors, specializing in process improvement, governance, and digital strategy, he holds professional certifications from EFQM and GIMI, has been recognized with the Ideal Employee Award in the Jordanian Civil Service, and has led successful initiatives to enhance institutional efficiency and customer experience.

Ms. Asmaa Abdulaziz Al-Najdi
President of the Bahrain Intellectual Property Society

Founder and President of the Bahrain Intellectual Property Society and a member of the GCC Advisory Council for Intellectual Property. She is a WIPO award-winning inventor in sustainable fashion and smart technology, contributing to IP legislation development and organizing major GCC IP conferences. Ms. Al-Najdi actively promotes IP awareness and supports young innovators.

The International Conference on Excellence in AI

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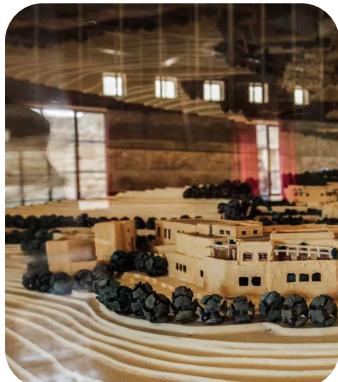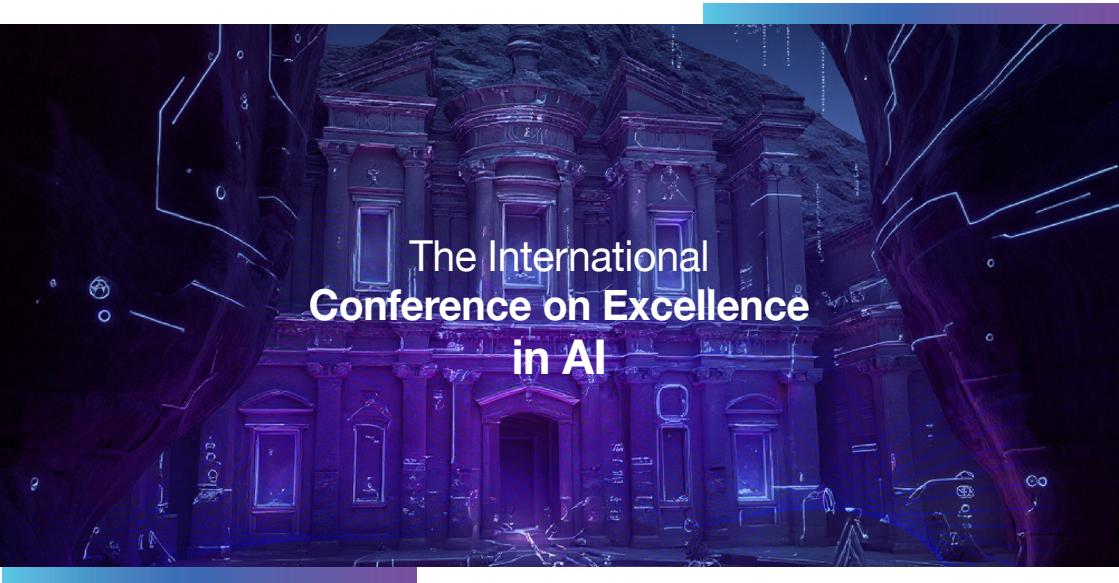
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شرطة دبي
DUBAI POLICE

المؤسسة الوطنية للنفط
National Oil Corporation

Reality LLC

Digiskills
Digital Skills Association

ARMAD AI

incube
THE HUB OF SUPPLY CHAIN SOLUTIONS

Location **Gallery**

The International
Conference on Excellence
in AI

Conference language:
English (simultaneous interpretation into Arabic)

Conference Venue:
The Old Village Resort

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